

FRIGIDAIRE

ADVANCED



REFRIGERATION

M. J. Crull

909 Wash St.

Phone 3390






FRIGIDAIRE SHELD MODELS ARE
NOW OFFERED AT NEW LOW PRICES
...THE LOWEST IN FRIGIDAIRE HISTORY



Advanced Refrigeration goes far beyond all ordinary standards of quality and convenience

Do you know that Frigidaire, always in the forefront of its field, is responsible for developments in the past fifteen years that have made household refrigeration so healthful, convenient and economical?

The Frigidaires shown in this catalog,  advantages you would possibly not expect to find in any refrigerator. They provide a service so complete, so convenient, so far beyond the ordinary, that once you investigate, you will never be satisfied with less.

You will find that they offer outstanding features that make a tremendous difference in performance . . . refinements that set them apart from all other refrigerators. Frigidaire is *Advanced Refrigeration* in all that the term implies.



With Advanced Refrigeration you will have a cabinet of LIFETIME PORCELAIN . . . INSIDE AND OUT . . . lustrous white and sanitary forever

You will be favorably impressed with the appearance of the Frigidaire cabinet. It is gleaming, snow white Lifetime Porcelain inside and out.

Here is a cabinet that is not only beautiful when you buy it, but one that stays beautiful. For the lustrous finish combines the enduring qualities of both porcelain and steel. And how this satin-smooth, glass-hard surface stands abuse! You can scrape it with a rough-edged coin . . . lay a lighted cigarette on it . . . expose it to an open flame . . . put it to other tests equally severe . . . and it will come through every one with its beauty unimpaired.

Years from now it will still look new

But use alone can show you all the advantages of owning a refrigerator with this enduring finish. You will appreciate it more and more as time goes by. For you will find that Frigidaire is as easy to clean, and to keep clean, as a china dish. Even fruit juices will not stain the acid-resisting porcelain used in the gleaming white food compartment where stains are most likely to occur. It stays immaculately spotless . . . there is no place for dirt to hide in the rounded corners or seamless sides.

Inside and out, Frigidaire will still look new through all the years of service that it is built to give you.

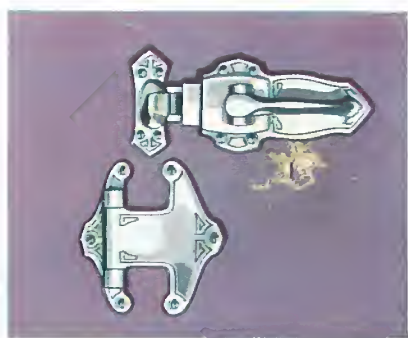
And with beauty of finish . . . beauty of design

Frigidaire is symmetrically proportioned from its service-shelf top to the graceful legs upon which it stands. Its simple, smooth-flowing lines, with rounded corners, effect a distinctive style in keeping with other fine kitchen equipment. The latches and hinges in turn reflect the careful planning that makes Frigidaire so pleasing in appearance from every point of view.

The correctly proportioned, massive fittings are wrought of the finest metals, satin-finished and heavily plated.

The latch is of the roller type, and operates so easily that it may be opened with the little finger. It is self-locking and pinch-proof.

The hinges turn so smoothly that you may close the door with a mere push of the elbow. And when the latch clicks, you know the door is securely sealed.



Frigidaire door latches and hinges add distinction to the cabinets.



Advanced Refrigeration gives you the "Cold Control"...famous for faster freezing of ice and desserts

Every household model Frigidaire is equipped with the famous "Cold Control," conveniently placed on the exterior of the cabinet. The "Cold Control" is a development of Frigidaire and General Motors engineers and is one of the outstanding contributions to the science of electric refrigeration.

With the "Cold Control" you can create such extremely low temperatures in the Frigidaire high-speed freezing chamber that water is changed into ice with incredible speed . . . and even the most stubborn and hard-to-freeze mixtures become delicious, smoothly frozen desserts in just a short time.

When the occasion demands ice cubes . . . and more ice cubes

Of course, Frigidaire freezes ice cubes quickly during *normal* operation. Usually you will have all the ice cubes you want without changing the "Cold Control." But when unexpected guests drop in . . . when for any reason you want to freeze ice cubes *extra* fast . . . simply turn the "Cold Control" to "Colder." Temperatures in the freezing compartment plunge down toward zero.

Dozens of delicious new desserts

And how you will enjoy freezing the desserts made possible by the "Cold Control!" Delightful frozen creams, mousses, parfaits and other desserts requiring extra-low temperatures may be frozen with surprising speed.

Do not confuse the "Cold Control" with Frigidaire's automatic temperature regulator. The temperature regulator maintains an ideal temperature in the food compartment without attention. The Frigidaire "Cold Control" enables you to control the temperatures in the freezing compartment, and thus speed the freezing of ice cubes and desserts.

Be sure to ask for a copy of the Frigidaire Recipe Book. In this attractive booklet you will find recipes for dozens of new desserts, salads and other unusual dishes which add immeasurably to the pleasure of owning a Frigidaire.



The Frigidaire exterior "Cold Control" is only one of the many important features provided by Advanced Refrigeration.



*Advanced Refrigeration brings you the Hydrator
... a revolutionary development that crisps
and freshens vegetables*

Though so simple in appearance, the Frigidaire Hydrator has revolutionized refrigeration for vegetables. The things it does are almost like magic! You will find it a constant source of pleasant surprise. In this moist-air compartment celery keeps its fresh, dewy crispness. Lettuce stays tender and brittle. Radishes, carrots and all other vegetables remain firm and fresh.

And not only does the Frigidaire Hydrator keep vegetables fresh, but it also freshens them if they are wilted. The moist, reviving cold makes them firm and crisp again . . . and they are kept that way until ready for the table.

Saves time . . . simplifies marketing

Furthermore, with the Hydrator in your Frigidaire, you can purchase a larger supply of celery, lettuce and other vegetables, thus saving marketing time.

And regardless of the type of fruits or vegetables you store in the Hydrator . . . or how long you leave them there . . . you can always keep this special compartment spotlessly clean. For the Hydrator is finished in a special *acid-resisting* porcelain . . . a porcelain of smooth and glass-like texture that even lemon juice will not stain.

The more you use the Hydrator, the more you will wonder how you ever got along without it! And this outstanding feature is just one of the many ways in which Frigidaire sets new standards of quality and convenience.



BEFORE

AFTER

Actual photographs of a stalk of celery before being placed in the Hydrator . . . and the same celery as it came from the Hydrator the next morning . . . fresh, crisp and delicious.



*With Advanced Refrigeration you will have the
remarkable new Quickube Ice Tray*

You will be delighted with the way that ice cubes fairly tumble from the patented Quickube Ice Tray. For here is a new-type tray that releases ice cubes *instantly* . . . one at a time, or a whole trayful.

You can select just as many cubes as you need, press with your finger, and the cubes are ready. If you want only a few cubes, just pull the tray partly out, push downward on the handle and the cubes are quickly and easily removed. Or, if you want a whole trayful, turn the tray upside down, push downward on the bottom, and all the ice cubes are instantly released.

Here again Frigidaire provides convenience that will add immeasurably to the pleasure and enjoyment of owning and using an automatic refrigerator.

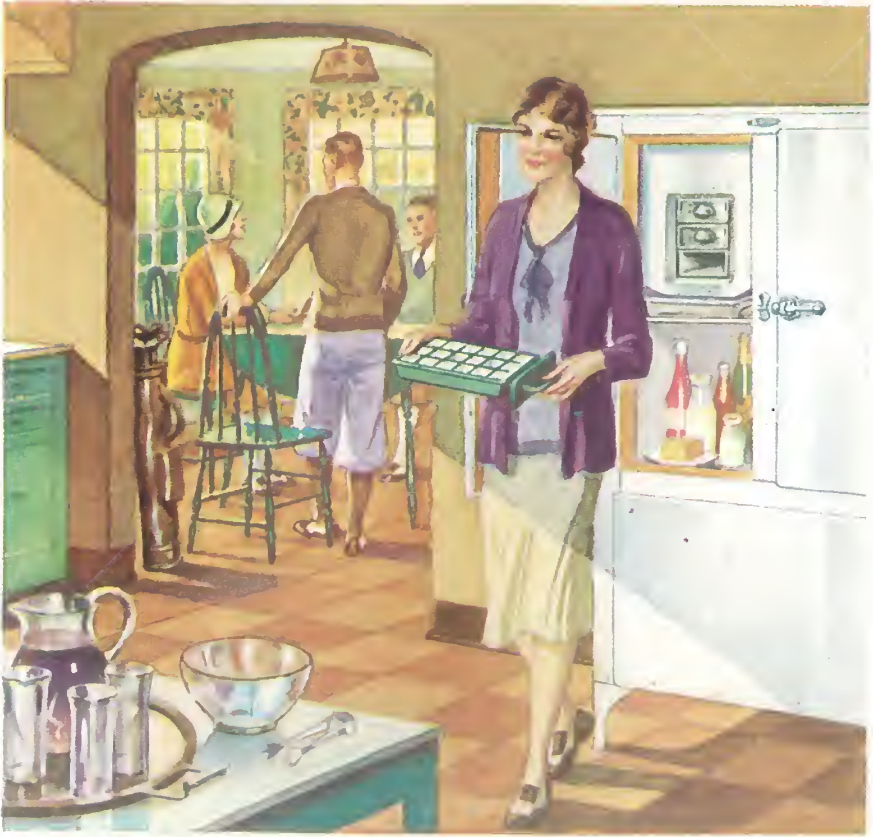


Advanced Refrigeration provides ample storage space...on shelves that are easy to reach

Frigidaire has been so designed that every part of every food shelf may be easily reached without stooping. Even the back of the bottom-most one is far enough from the floor to be reached without tiresome bending. And these shelves are conveniently spaced for both tall and shallow containers, and provide even more storage room than is indicated by their spacious appearance.

Even the construction of the shelves makes them more convenient for you to use. For they have rugged bars that run from the front to the back of the cabinet . . . permitting dishes to slide in and out with the greatest ease.

And the top of every Frigidaire cabinet is smooth and flat, providing a convenient extra shelf for holding food when you are using the refrigerator.



*Advanced Refrigeration offers a super-powered
mechanical unit that uses current only
a few minutes each hour*

The Frigidaire mechanical unit is super-powered . . . so powerful that it can maintain low temperatures by running but a few minutes at a time . . . just a few hours a day. Only a small part of its power is used to meet *normal* refrigeration demands. Its Super-Power is always available when you need it . . . to speed the freezing of ice and desserts . . . and to keep food fresh when kitchen temperatures climb high in the nineties.

Note also that the Frigidaire mechanical unit is in the *bottom* of the cabinet . . . where the coolest air in the room contributes to greater efficiency. In

addition, it is specially equipped with a fan to *speed* the natural cooling action of the surrounding air and to blow the warm air from the mechanism out the back of the refrigerator.

Because of all these things combined, Frigidaire uses surprisingly little electric current . . . it actually runs at a cost of only a few cents a day.

The quiet mechanism is completely concealed

The Frigidaire mechanical unit is remarkably quiet—so quiet, in fact, that you will scarcely ever be aware that you have Frigidaire in your home. And this quiet mechanical unit is completely enclosed in the bottom of the cabinet, out of sight and out of the way.

And though completely concealed and entirely enclosed, the super-powered Frigidaire mechanism is readily accessible. So, if any adjustment is ever necessary, it can be made quickly and easily right on the premises.



Frigidaire's Super-Power assures the speedy freezing of many delicious desserts.

Advanced Refrigeration includes a complete cabinet model for every purse and purpose

On the following pages you will find the complete line of Lifetime Porcelain Frigidaires. All are gleaming white in finish and harmonize perfectly with any color or combination of colors you may have in your kitchen. Regardless of how you may redecorate your kitchen . . . or how often you may do it . . . your Frigidaire will always look perfectly at home.

Frigidaire brings you all that you want and expect

And remember that when you select a Lifetime Porcelain Frigidaire you will have a cabinet in gleaming white Porcelain-on-steel, both inside and out. You will have the mechanical unit in the bottom of the cabinet. You will have Super-Power to provide an abundance of refrigeration . . . the famous exterior "Cold Control" to give you quick freezing of sparkling ice cubes and delicious desserts.

You will have the Hydrator for keeping vegetables fresh, crisp and firm. You will have the convenience of the Quickube Ice Tray, a new, patented Frigidaire feature that enables you to remove ice cubes one at a time, or a whole trayful. You will have food shelves that are elevated to do away with tiresome stooping, and that are made with straight bars on which dishes slide smoothly and easily. You will have a smooth, flat, service-shelf top and a cabinet of outstanding beauty . . . clean and easy to keep clean through all the years.

In other words, Advanced Refrigeration brings you a combination of important advantages not to be found in other refrigerators.

Frigidaire is completely built in the Frigidaire factory

Frigidaire is designed and built in a manner to work efficiently *as a unit*. For all of the outstanding features that make it so convenient and so economical have been developed by Frigidaire engineers in the Frigidaire factory. And every part is completely made and assembled in this same factory . . . under the same rigid system of inspection.

Every Frigidaire is guaranteed by Frigidaire Corporation. It is also guaranteed by General Motors Corporation, of which Frigidaire is a unit.



Model W18 Frigidaire

LIFETIME PORCELAIN...INSIDE AND OUT

FOOD STORAGE CAPACITY—18.3 cubic feet . . . FOOD STORAGE AREA—33 square feet . . . EXTERIOR DIMENSIONS—46½" wide; 28¼" deep; 71" high with legs; 67¾" high with casters. (Depth includes 2" clearance at rear, but does not include doors or hardware.) . . . NUMBER OF TRAYS—6, for making ice and frozen desserts . . . ICE MAKING—No. 60-TF Coil—144 cubes of ice, 20¼ pounds at one freezing . . . CABINET—Exterior: white Porcelain-on-steel. Interior: acid-resisting Porcelain in food compartment where stains are most likely to occur. Complete with Hydrator, exterior "Cold Control" and two Quickube Ice Trays. Equipped with legs as standard equipment.



Model W12 Frigidaire

LIFETIME PORCELAIN...INSIDE AND OUT

FOOD STORAGE CAPACITY—13.1 cubic feet . . . FOOD STORAGE AREA—24.7 square feet . . . EXTERIOR DIMENSIONS—46½" wide; 28¼" deep; 66½" high with legs; 63⅛" high with casters. (Depth includes 2" at rear for ventilation, but does not include doors or hardware.) . . . NUMBER OF TRAYS—4, for making ice and frozen desserts . . . ICE MAKING—No. 59-TF Coil—96 cubes of ice, 13½ pounds at one freezing . . . CABINET—Exterior: white Porcelain-on-steel. Interior: acid-resisting Porcelain in food compartment where stains are most likely to occur. Complete with Hydrator, exterior "Cold Control" and two Quickube Ice Trays. Equipped with legs as standard equipment.



Model W10 Frigidaire

LIFETIME PORCELAIN...INSIDE AND OUT

FOOD STORAGE CAPACITY—10.3 cubic feet . . . FOOD STORAGE AREA—19.9 square feet . . . EXTERIOR DIMENSIONS—37 $\frac{1}{4}$ " wide; 28 $\frac{1}{4}$ " deep; 66 $\frac{1}{2}$ " high with legs; 63 $\frac{1}{8}$ " high with casters. (Depth includes 2" at rear for ventilation, but does not include doors or hardware.) . . . NUMBER OF TRAYS—3, for making ice and frozen desserts . . . ICE MAKING—No. 7-TF Coil—72 cubes of ice, 10 $\frac{1}{8}$ pounds at one freezing . . . CABINET—Exterior: white Porcelain-on-steel. Interior: acid-resisting Porcelain in food compartment where stains are most likely to occur. Complete with Hydrator, exterior "Cold Control" and Quickube Ice Tray. Equipped with legs as standard equipment.



Model W8 Frigidaire

LIFETIME PORCELAIN...INSIDE AND OUT

The gleaming white Porcelain-on-steel of the Frigidaire cabinet harmonizes perfectly with any kitchen color scheme. And because of its simple yet distinctive design, from its service-shelf top to its graceful streamlined legs, Frigidaire always looks "at home" in any surroundings. Note, for example, the artistic proportions of the attractive two-door Frigidaire model illustrated above . . . its smooth-flowing lines, its rounded corners, its satin-finished, heavily-plated door latches and hinges. Note that the mechanism is completely concealed within the cabinet. These and many other features combine to make Frigidaire as pleasing to look at as it is practical to use.



Model W8 Frigidaire

LIFETIME PORCELAIN...INSIDE AND OUT

FOOD STORAGE CAPACITY—8.1 cubic feet . . . FOOD STORAGE AREA—15 square feet . . . EXTERIOR DIMENSIONS— $35\frac{3}{4}$ " wide; $28\frac{1}{4}$ " deep; $61\frac{3}{4}$ " high with legs; $57\frac{1}{2}$ " high with casters. (Depth includes 2" at rear for ventilation, but does not include doors or hardware.) . . . NUMBER OF TRAYS—3, for making ice and frozen desserts . . . ICE MAKING—No. 7-T Coil—72 cubes of ice, $10\frac{1}{8}$ pounds at one freezing . . . CABINET—Exterior: white Porcelain-on-steel. Interior: acid-resisting Porcelain in food compartment where stains are most likely to occur. Complete with Hydrator, exterior "Cold Control" and Quickube Ice Tray. Equipped with legs as standard equipment.



Model W6 Frigidaire

LIFETIME PORCELAIN...INSIDE AND OUT

FOOD STORAGE CAPACITY—6.6 cubic feet . . . FOOD STORAGE AREA—14.5 square feet . . . EXTERIOR DIMENSIONS— $31\frac{3}{4}$ " wide; $24\frac{1}{2}$ " deep; $65\frac{1}{4}$ " high with legs; $60\frac{7}{8}$ " high with casters. (Depth includes 2" at rear for ventilation, but does not include door or hardware.) . . . NUMBER OF TRAYS—3, for making ice and frozen desserts . . . ICE MAKING—No. 117-TF Coil—63 cubes of ice, 9 pounds at one freezing . . . CABINET—Exterior: white Porcelain-on-steel. Interior: acid-resisting Porcelain in food compartment where stains are most likely to occur. Complete with Hydrator, exterior "Cold Control" and Quickube Ice Tray. Equipped with legs as standard equipment.



Model W6 Frigidaire

LIFETIME PORCELAIN...INSIDE AND OUT

This photograph illustrates the outstanding beauty of the single-door Frigidaire cabinet. Here again you will find the distinctive design and the enduring white Porcelain-on-steel finish that characterizes the larger models. Notice the correct proportions of width, depth and height . . . the balanced spacing of the satin-finished, heavily-plated fittings . . . the pleasing effect created by the practical service-shelf top and the graceful legs that harmonize with the simple lines of the cabinet. Most important of all, you will discover that the performance of Frigidaire is in keeping with its striking appearance. It is a refrigerator that is built to keep you satisfied *in every way* through many years.



Model W5 Frigidaire

LIFETIME PORCELAIN...INSIDE AND OUT

FOOD STORAGE CAPACITY—5.2 cubic feet . . . FOOD STORAGE AREA—11.5 square feet . . . EXTERIOR DIMENSIONS—28½" wide; 24½" deep; 62⅝" high with legs; 58⅜" high with casters. (Depth includes 2" at rear for ventilation, but does not include door or hardware.) . . . NUMBER OF TRAYS—3, for making ice and frozen desserts . . . ICE MAKING—No. 117-TF Coil—63 cubes of ice, 9 pounds at one freezing . . . CABINET—Exterior: white Porcelain-on-steel. Interior: acid-resisting Porcelain in food compartment where stains are most likely to occur. Complete with Hydrator, exterior "Cold Control" and Quickube Ice Tray. Equipped with legs as standard equipment.



Model W4 Frigidaire

LIFETIME PORCELAIN...INSIDE AND OUT

FOOD STORAGE CAPACITY—4.1 cubic feet . . . FOOD STORAGE AREA—9.8 square feet . . . EXTERIOR DIMENSIONS—26 $\frac{1}{4}$ " wide; 23" deep; 54 $\frac{1}{4}$ " high with legs; 50" high with casters. (Depth includes 2" at rear for ventilation, but does not include door or hardware.) . . . NUMBER OF TRAYS—2, for making ice and frozen desserts . . . ICE MAKING—No. 112-TF Coil—30 cubes of ice, 4 pounds at one freezing . . . CABINET—Exterior: white Porcelain-on-steel. Interior: acid-resisting Porcelain in food compartment where stains are most likely to occur. Complete with Hydrator and exterior "Cold Control." Equipped with legs as standard equipment.



Model W3 Frigidaire

LIFETIME PORCELAIN...INSIDE AND OUT

FOOD STORAGE CAPACITY—3.2 cubic feet . . . FOOD STORAGE AREA—6.9 square feet . . . EXTERIOR DIMENSIONS—24" wide; 19½" deep; 53⅝" high with legs; 49½" high with casters. (Depth includes 2" at rear for ventilation, but does not include door or hardware.) . . . NUMBER OF TRAYS—2, for making ice and frozen desserts . . . ICE MAKING—No. 112-TF Coil—30 cubes of ice, 4 pounds at one freezing . . . CABINET—Exterior: white Porcelain-on-steel. Interior: acid-resisting Porcelain in food compartment where stains are most likely to occur. Complete with Hydrator and exterior "Cold Control." Equipped with legs as standard equipment.



Special shelf in position for extra-tall containers



Special shelf in position for compact food storage

Special shelf for tall containers

Frigidaire Models W4, W5, W6 are equipped with a special shelf to accommodate containers that are taller than a quart milk bottle. By simply folding this shelf in half, you can double the headroom in the bottle storage space, and provide room for extra-tall containers.

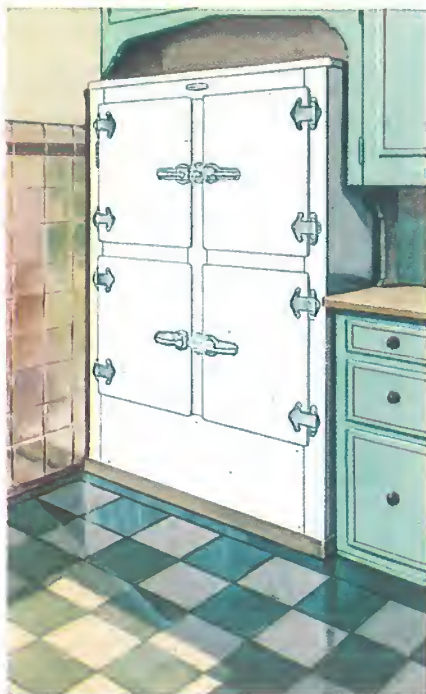
Refrigeration equipment for every household need

In addition to household refrigerators, Frigidaire offers equipment that meets refrigeration needs in every part of the home.

There are individual Frigidaire Water Coolers which can be placed anywhere, and used with city or bottled water. Or a tank-type cooler can be installed and connected to outlets in the kitchen, bathroom and other rooms.

Then, too, there is a Frigidaire Combination Cabinet for the storage of ice cream, bottled beverages, hard-frozen products and other foods.

And there are highly efficient Frigidaire Air Conditioners to insure comfort both summer and winter, in living room, dining room, bedroom or office.



First of all, of course, you want Frigidaire in your kitchen. Around this gleaming white Porcelain-on-steel refrigerator you can plan your complete refrigeration system. Other equipment may be installed at the same time as your kitchen refrigerator. Or you may wait, and make additions later on.

If groceries and meat are delivered to your kitchen, you will find a delivery box cooled by Frigidaire a great convenience. It will be installed so that it is accessible from the outside. Thus, perishable foods may be delivered when no one is at home. They will be kept fresh and sweet until you are ready to place them in your kitchen refrigerator.



Cooled drinking water can be made available in your kitchen, bathroom or any place that you desire. A Frigidaire water cooling tank is placed in the basement, and special cold water outlets are installed along with your present water faucets. You will be surprised to find how little it costs to enjoy this added convenience.



If you prefer individual, self-contained water coolers, Frigidaire offers complete coolers finished in Duco. You may select a cooler designed for use with the city water supply, or equipped for bottled water. You may also have a cooler with a special compartment for cooling beverages if you wish.



Furnishing a room in the basement for parties is becoming an accepted arrangement. A Frigidaire combination ice cream cabinet is ideally suited for this purpose. It provides a convenient place for storing bottled beverages, ice cream and other frozen products, and it is also convenient as a storage refrigerator for other foods.

Frigidaire Air Conditioners are available in models which not only cool, dehumidify and circulate air in hot weather, but also heat, humidify and circulate air in winter. They are built to bring year 'round comfort to the living room, dining room, bedroom or office. There are several attractive styles to blend with any type of furnishing.





Think of the new ease Frigidaire Advanced Refrigeration will bring to your kitchen...the many delights it will bring to your table

You will find something decidedly different about the foods you keep in Frigidaire. Everything is so *fresh*, so full-flavored, so much more delicious.

Milk and cream stay pure and sweet for days at a time. Butter remains cold and firm. Vegetables take on a "fresh-from-the-garden" flavor and crispness. Oranges, berries and melons are delightfully chilled. And meat retains all the healthful qualities it had when you bought it. In fact, all foods remain fresh and full-flavored . . . become more appetizing and palatable when they are preserved in the frosty, health-protecting cold of Frigidaire.

Frigidaire gives you more . . . far more

But Frigidaire does more than keep your food safe and delicious—it adds a new ease to meal preparation.

You will be delighted with the way you can speed the freezing of ice and desserts with the exterior “Cold Control”. . . the way you can extract ice cubes *instantly* from the patented Quickube Ice Tray . . . and the way you can take crisp, fresh vegetables from the famous Hydrator . . . all ready for use in a salad or to place on the table.

Brilliant appearance matches brilliant performance

You will be delighted, too, with Frigidaire's enduring finish of Porcelain-on-steel . . . surfaces that you can always keep spotlessly clean.

Best of all, these very improvements and refinements that make Frigidaire the modern . . . the *advanced* refrigerator, also make possible many savings in the home. Frigidaire is the truly economical refrigerator to own and to use.

Frigidaire Advanced Refrigeration pays for itself through the money it saves

Frigidaire will begin saving money the day you install it. And the amount that it will save in the course of a year will reach a surprising total. For day after day, year in and year out, Frigidaire will end all needless food spoilage . . . save the money that you formerly threw away when left-overs spoiled . . . when vegetables became wilted . . . when milk became sour.

Furthermore, with moist-reviving cold for fruits and vegetables, and with frosty cold for meats, Frigidaire will protect the health of your family by keeping foods delicious and safe to serve until you are ready to use them.



Frigidaire Plant No. 1

Costs but a few pennies a day

But the biggest saving Frigidaire brings is the amount it subtracts from your present refrigeration bills. Frigidaire runs at a cost of a few pennies a day! It is the refrigerator that quickly *pays for itself* through the money it saves.

You can enjoy Advanced Refrigeration for only a small sum down . . . the balance arranged to suit your convenience

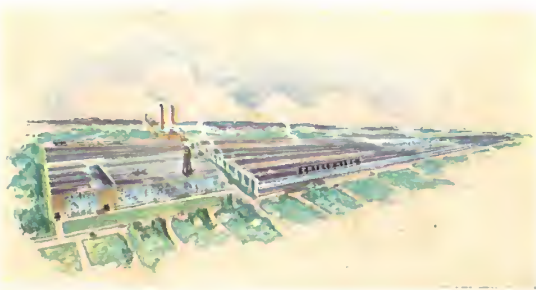
Considering all that *Advanced Refrigeration* offers, you might expect it to cost more than other less complete, less advanced refrigerators. But in value, the same as in all other points, Frigidaire goes far beyond ordinary standards. Frigidaire *Advanced Refrigeration* is surprisingly low in price . . . easily within the means of families with modern incomes. Better still, Frigidaire may be purchased on liberal terms. You can have any Frigidaire placed in your home for only a small cash payment . . . the balance will be arranged to suit your budget.

General Motors Products have outstanding value

Equally important to you as a user is the fact that Frigidaire is a product of General Motors, and as such shares in the benefits of General Motors Research, engineering, quantity buying and large-scale production methods. When you choose Frigidaire refrigeration you have the satisfaction of knowing that the quality of your refrigerator is not only assured by its makers, but also by the world's largest manufacturer of fine mechanical products.

Three-year guarantee

The Lifetime Porcelain Frigidaire models are sold with a complete three-year guarantee—a guarantee that covers the cabinet, the mechanism—*everything*.



Frigidaire Plant No. 2

ADVANCED



REFRIGERATION

ASK ABOUT **NEW LOW PRICES** ON ALL

HOUSEHOLD FRIGIDAIRE

LET US SHOW YOU THE LATEST LIFETIME POR-
CELAIN MODELS... ALSO THE NEW MORaine
MODEL FRIGIDAIRE WHICH OFFER FRIGID-
AIRE QUALITY AT AMAZINGLY LOW PRICES



FRIGIDAIRE IS ON DISPLAY AT